

TEMPLATES FOR A MARKETING OBJECTIVES PLAN (MOP)

PURPOSE: Provide a template for the annual requirement of developing a Marketing Objectives Plan (MOP). This is an annual compliance item.

SCOPE: This template is designed in the approved MOP format and is provided with sample data typed in so you can determine your own programs locally and simply type-over anything necessary to meet local needs. You are not required to do all or any of the sample programs. They are simply provided as mind joggers and ideas of things that can be done to serve the membership in any given month throughout the year.

GENERAL:

Having specific objectives in your marketing plan allows you to plan and target specific segments of your membership (active duty, retired, officer, civilian, enlisted, married, single, married with families, etc.) and develop programs to attract and appeal to that segment to gain/retain their loyalty and to increase their participation in the events you host. It also gives you a clear picture of how to target your advertising and publicity budgeted funds to ensure a return on your investment.

GUIDANCE:

See attached sample template forms for developing your annual Marketing Objectives Plan (MOP). A 3 1/2" floppy disk containing these files and forms is also included for your use. All items on the disk are in Microsoft Word for Windows, Version 6.0/95. All data can be changed and/or manipulated to suit your local needs/goals. The title of each file is shown at the top right hand corner of the first page in every section. On the disk is a file titled MOP-DISK.EXE. Make a folder/directory on your hard drive called MOP and copy this file into that folder/directory from the floppy. (To make a new directory/folder click on your EXPLORER icon in your WINDOWS directory and select FILE. Under FILE, select NEW. Then select FOLDER. A new folder icon will appear in your list of folders/directories on your C drive. It will be highlighted. Move your cursor down to the highlighted words that say "NEW FOLDER" and type over those words with the single word MOP. Now you have a MOP folder/directory on your C Drive. Go to the MOP directory on your hard drive and copy the file MOP-DISK.EXE into that new folder/directory.) When you are in that directory and can see the file MOP-DISK.EXE you copied, double click on it. This is a self-extracting file and will open a total of 4 individual files each with a title of their own. All the files have a .DOC extension are Word for Windows 6.0/95 files. Do not be timid. Open them, print them and modify them to suit your own needs. Don't worry, you will always have your floppy disk to reinstall the files again if you do have a problem.

SUMMARY:

The MARKETING OBJECTIVE PLAN (MOP) is an annual management requirement and using an approved standard template makes the job simple and quick. The template is already filled in with sample data that you can evaluate or change for local use. It is not necessary to place equal emphasis on all segments of your local market each year. In any given year you may decide to dedicate significant emphasis and programming efforts to one particular segment; i.e., married members with families; or active duty during non-duty hours. You would then concentrate a substantial part of your marketing efforts at programming, food presentations, and entertainment that would appeal to that market segment.